Wichita, Kansas
"Wichita River Festival"
Mid-May (10 days)
Attendance 150M

A Merit fireworks event at the Wichita River Festival would help Merit to reach the Mid-Western target. Among the fifty different events, the concerts, water ski shows and boat races blend in well with the Merit image. Publicity opportunities should be good in this market.

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Source: https://www.industrydocuments.ucsf.edu/docs/qgcy0004